7/7/88

C7715-3 A

APRIL
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	24173	27049	89.37	2.84	3.02
(Laser)	-	751	-	-	.08
(Le Baron/GTS)	12822	13508	94.92	1.50	1.51
(NY/S AY/Newport)	10541	11538	91.36	1.24	1.29
DODGE	42343	38409	110.24	4.97	4.30
(Daytona)	6732	2361	285.13	.79	.26
(Omni/Shadow)	11578	11437	101.23	1.35	1.29
(Aries)	9133	9000	101.48	1.07	1.01
(Lancer)	905	2595	34.87	.11	.29
(600)	1526	3176	48.05	.18	.35
(Diplomat/Dynsty)	7650	917	834.24	.90	.10
PLYMOUTH	26883	33918	79.26	3.15	3.79
(Horizn/Sundance)	10340	12205	84.72	1.20	1.36
(Reliant)	9764	10078	96.88	1.15	1.13
(Caravelle)	1416	3305	42.84	.17	.37
(Gran Fury)	1180	564	209.22	.14	.06
EAGLE	4406	3960	111.26	.52	.44
(Allnc/Eagl/Prem)	3609	2891	124.84	.43	.32
CHRYSLER CORP	97805	103336	94.65	11.48	11.55
FORD	128558	130576	98.45	15.09	14.59
(Escort)	28708	34817	82.45	3.37	3.89
(Probe)	2340	-	-	.27	-
(Mustang)	18110	16947	106.86	2.13	1.89
(Tempo)	22677	23822	95.19	2.66	2.66
(Taurus)	30107	32421	92.86	3.53	3.62
(Crown Victoria)	10453	12424	84.14	1.23	1.39
(T'Bird)	10732	10067	106.61	1.26	1.13
LINCOLN	15956	14998	106.40	1.87	1.68
MERCURY	40597	41847	97.01	4.77	4.67
(Topaz)	6536	6858	95.30	.77	.77
(Sable)	9522	8824	107.91	1.12	.99
(Grand Marquis)	9927	10575	93.87	1.16	1.17
(Cougar)	10094	9689	104.18	1.19	1.08
LINC/MERC DIV	57273	57434	99.72	6.72	6.42
FORD MOTOR CO	185831	188010	98.84	21.81	21.01
BUICK	45653	49528	92.18	5.36	5.54
(Skyhawk)	2722	3503	77.70	.32	.39
(Somerset/Skylrk)	4171	7164	58.22	.49	.80
(Century)	9109	14450	63.04	1.07	1.63
(Regal)	9968	4936	201.94	1.16	.55
(Riviera)	918	1556	59.00	.11	.17
(Reatta)	216	-	-	.03	-
CADILLAC	21170	20386	103.85	2.48	2.28
(Allante)	259	207	125.12	.03	.02
(Cimarron)	576	1232	46.75	.07	.14
(Eldorado)	2537	1554	163.26	.29	.17
(Seville)	1382	1582	87.36	.16	.18
CHEVROLET	129434	135864	95.27	15.18	15.18
(Celebrity)	21728	31852	68.22	2.55	3.55
(Corsica)	18754	5336	351.46	2.20	.60
(Beretta)	15856	6300	251.68	1.86	.70
(Cavalier)	24447	28429	85.99	2.86	3.18
(Camaro)	9360	12957	72.24	1.10	1.45
(Corvette)	2162	2475	87.35	.25	.28
(Monte Carlo)	3736	5767	64.78	.44	.64
OLDSMOBILE	58406	70408	82.95	6.85	7.87
(Firenza)	876	1455	60.21	.10	.16
(Calais)	8471	9853	85.97	.99	1.10
(Cutlass Ciera)	18642	24530	76.00	2.19	2.75
(Cutlass)	8234	10910	75.47	.97	1.22
(Toronado)	1387	1533	90.48	.16	.17
PONTIAC	66189	65853	100.51	7.77	7.36
(1000)	13	812	1.60	-	.09
(Sunbird)	6612	8753	75.54	.78	.98
(Grand Am)	20043	20151	99.46	2.36	2.25
(6000)	8161	11517	70.86	.96	1.29
(Bonneville)	8719	9042	96.43	1.02	1.01
(Firebird)	5730	7797	73.49	.67	.87
(Fiero)	2147	5059	42.44	.25	.57
(Grand Prix)	7946	1729	459.57	.93	.19
GEN MTRS CORP	320852	342039	93.81	37.64	38.23
Misc Domestic	7	3	233.33	-	-
Other Import	247739	261368	94.79	29.07	29.21
U.S TOTAL	852234	894756	95.25		

UNITED STATES SUMMARY
APRIL 1988 ISSUED 06/88

© R.L. POLK & CO. 1983

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR (NO)
	1988	1987		1988	1987	1987
CHRYSLER	109665	82838	132.38	3.27	2.59	296362
(Laser)	-	3075	-	-	.10	4792
(Le Baron/GTS)	53985	41899	128.85	1.61	1.30	164640
(NY/S AY/Newport)	52634	34033	154.66	1.57	1.07	115735
DODGE	157106	142986	109.80	4.68	4.48	407174
(Daytona)	22951	6486	353.85	.68	.20	37071
(Omni/Shadow)	39705	43153	92.01	1.18	1.36	116654
(Aries)	38898	36166	107.55	1.16	1.13	101062
(Lancer)	4273	9533	44.82	.13	.30	22793
(600)	7663	12703	60.32	.23	.40	36660
(Diplomat/Dynsty)	24853	3896	637.91	.74	.12	15206
PLYMOUTH	113401	130893	86.64	3.38	4.10	343981
(Horizn/Sundance)	38412	48522	79.16	1.14	1.53	123956
(Reliant)	46281	40022	115.64	1.38	1.25	106069
(Caravelle)	8324	12607	66.03	.25	.39	35669
(Gran Fury)	3555	2212	154.20	.11	.07	1725
EAGLE	19080	12558	151.94	.57	.39	44625
(Allnc/Eagl/Prem)	11964	10773	111.06	.36	.33	30921
CHRYSLER CORP	399252	369275	108.12	11.90	11.56	1052143
FORD	501351	454609	110.28	14.94	14.23	1417270
(Escort)	116860	117313	99.61	3.48	3.67	332758
(Probe)	2997	-	-	.09	-	-
(Mustang)	60100	61113	98.34	1.79	1.91	170566
(Tempo)	86500	84525	102.34	2.58	2.65	222963
(Taurus)	131624	114488	114.97	3.92	3.58	356457
(Crown Victoria)	38533	39494	97.57	1.15	1.24	118312
(T'Bird)	43188	37307	115.76	1.29	1.17	131544
LINCOLN	57953	50900	113.86	1.73	1.59	166599
MERCURY	156021	139235	112.06	4.64	4.36	463432
(Topaz)	24446	23199	105.38	.73	.73	63126
(Sable)	36916	30317	128.36	1.10	.95	102767
(Grand Marquis)	36288	36784	98.62	1.08	1.15	117885
(Cougar)	36693	30625	119.81	1.09	.96	109922
LINC/MERC DIV	216894	192175	112.86	6.46	6.01	543473
FORD MOTOR CO	718245	646784	111.05	21.40	20.24	2060743
BUICK	189868	177740	106.82	5.66	5.56	556122
(Skyhawk)	10797	12051	89.59	.32	.38	39454
(Somerset/Skylrk)	18234	23712	76.90	.54	.74	67880
(Century)	37154	51328	72.39	1.11	1.60	151884
(Regal)	38717	16008	241.86	1.16	.50	58672
(Riviera)	3714	8236	45.09	.11	.26	16472
(Peatta)	438	-	-	.01	-	10
CADILLAC	79645	79595	100.06	2.37	2.49	258146
(Allante)	1021	322	317.08	.03	.01	2064
(Cimarron)	2200	4239	51.90	.07	.13	12609
(Eldorado)	8602	5811	148.03	.25	.18	20282
(Seville)	6694	6127	82.37	.20	.26	20656
CHEVROLET	494693	483270	102.37	14.70	15.13	1493413
(Celebrity)	89188	119893	74.39	2.66	3.77	313491
(Corsica)	65771	12857	511.56	1.96	.40	100084
(Beretta)	59658	14633	407.69	1.78	.46	108387
(Cavalier)	97019	119148	81.43	2.87	3.73	298778
(Camaro)	29704	41991	70.74	.89	1.31	116656
(Corvette)	7692	7820	98.36	.23	.24	24654
(Monte Carlo)	15005	19301	77.74	.45	.60	63784
OLDSMOBILE	220418	243698	90.45	6.57	7.63	715961
(Firenza)	4835	5148	93.92	.14	.16	17252
(Calais)	31209	33120	94.23	.93	1.04	100706
(Cutlass Ciera)	71908	85504	84.10	2.15	2.68	246275
(Cutlass)	27026	38228	70.70	.81	1.20	95190
(Toronado)	4805	4942	97.23	.14	.15	16111
PONTIAC	242271	228228	106.15	7.22	7.14	696842
(1000)	166	3740	4.44	-	.12	5697
(Sunbird)	24904	29482	84.47	.74	.92	80120
(Grand AM)	75275	72336	104.06	2.25	2.25	213778
(6000)	31242	43304	72.15	.93	1.36	124111
(Bonneville)	39992	29081	137.52	1.19	.91	99722
(Firebird)	19214	24157	79.54	.57	.76	73641
(Fiero)	9008	16205	55.59	.27	.51	42466
(Grand Prix)	21730	6572	330.65	.65	.21	14305
GEN MTRS CORP	1226897	1212481	101.19	36.55	37.95	3720484
Misc. Domestic	34	5	680.00	-	-	80
Other Import	1011888	966668	104.68	30.15	30.25	3248704
U.S TOTAL	3356316	3195233	105.04			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	36	.01	218	415	52.53	.01	.03
Chevrolet	107748	24.94	406005	350309	115.90	24.75	22.96
Dodge	50345	11.65	188307	175810	107.11	11.50	11.53
Ford	127524	29.52	482759	444690	108.56	29.49	29.13
Freightliner	1838	.43	7756	6918	112.11	.47	.45
G.M.C.	30906	7.15	118872	104814	113.41	7.26	6.87
Hino	189	.04	618	460	134.35	.04	.03
Isuzu	5782	1.34	24326	33159	73.36	1.49	2.17
Iveco	187	.04	597	650	91.85	.04	.04
Jeep	19624	4.54	76307	60950	125.20	4.66	4.00
Kenworth	1301	.30	4826	4212	114.58	.29	.28
Mack/Midliner	2095	.48	6882	7137	96.43	.42	.47
Mercedes Benz	235	.05	909	1466	62.01	.06	.10
Navistar	7546	1.75	26277	20696	126.97	1.60	1.36
Nissan	12884	2.98	54541	75765	71.99	3.33	4.97
Peterbilt	1366	.32	5005	3154	158.69	.31	.21
Plymouth	16455	3.81	58764	34206	171.79	3.59	2.24
Scania	14	-	56	41	136.59	-	-
Volvo	138	.03	550	743	74.02	.03	.05
Western Star	121	.03	521	404	128.96	.03	.03
White	124	.03	1263	2586	48.84	.08	.17
WHITEGMC	867	.20	2169	-	-	.13	-
Other Imports	43915	10.16	167039	195654	85.37	10.20	12.83
Miscellaneous Domestic	854	.20	3005	1191	252.31	.18	.08
U. S. Total	432094		1637572	1525430	107.35		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	218
Chevrolet	237058	154804	8079	555	105	2773	2512	119
Dodge	149707	38600	-	-	-	-	-	-
Ford	252615	209387	-	3451	-	2655	10848	3803
Freightliner	-	-	-	-	-	-	-	7756
G.M.C.	55685	48945	834	287	1427	4481	6307	906
Hino	-	-	-	-	182	167	269	-
Isuzu	22648	-	1377	60	141	19	81	-
Iveco	-	-	283	166	94	54	-	-
Jeep	71612	4695	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	149	4677
Mack/Midliner	-	-	-	-	-	496	794	5592
Mercedes Benz	-	-	-	-	-	309	600	-
Navistar	-	-	-	52	116	8090	7805	10214
Nissan	54136	-	-	-	232	79	94	-
Peterbilt	-	-	-	-	-	-	108	4897
Plymouth	58764	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	56
Volvo	-	-	-	-	-	-	436	114
Western Star	-	-	-	-	-	-	-	521
White	-	-	-	-	-	-	-	1263
WHITEGMC	-	-	-	-	-	-	20	2149
Other Imports	165395	907	406	-	84	167	80	-
Miscellaneous Domestic	-	501	-	163	311	-	31	531
Total	1067620	457839	12979	6202	2692	19290	30134	42816
1987 Total	1049809	379555	11040	378	2309	12891	29919	39529
1988 vs '87	101.70	120.63	99.45	-	116.59	149.64	100.72	108.32

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	16632	.50	15283	.48
Chevrolet Spectrum	23007	.69	26696	.84
Chrysler Conquest	3046	.09	3831	.12
Dodge Colt/SW	14560	.43	13750	.43
Dodge Colt Vista SW	3304	.10	5797	.18
Eagle Medallion	7116	.21	1589	.05
Ford Festiva	21549	.64	27	-
Plymouth Colt/SW	12941	.39	12369	.39
Plymouth Colt Vista SW	3053	.09	5141	.16
Pontiac LeMans	18229	.54	-	-
Merkur XR4	1695	.05	2040	.06
Scorpio	1225	.04	-	-
Tracer	17628	.53	1393	.04
Others	-	-	483	.02
Total Domestic Sponsored Imports	143985	4.29	88399	2.77
OTHER IMPORTS				
Acura	36880	1.10	30138	.94
BMW	23388	.70	26394	.83
Honda	202901	6.05	193009	6.04
Hyundai	88941	2.65	77887	2.44
Mazda	81695	2.43	56808	1.78
Mercedes Benz	26198	.78	32360	1.01
Mitsubishi	17343	.52	17008	.53
Nissan	143823	4.29	161414	5.05
Saab	13010	.39	13305	.42
Subaru	50119	1.49	47409	1.48
Toyota	194615	5.80	170250	5.33
Volkswagen	57619	1.72	48193	1.51
Volvo	27792	.83	32347	1.01
Yugo	11143	.33	17332	.54
Others	36415	1.08	42834	1.34
Total Other Imports	1011888	30.15	966688	30.25
GRAND TOTAL ALL IMPORT CARS	1155873	34.44	1055087	33.02

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	19869	1.21	23987	1.57
Dodge RAIDER	2882	.18	5078	.33
OTHER IMPORTS				
Isuzu	22648	1.38	31549	2.07
Mazda	32805	2.00	41517	2.72
Mitsubishi	18125	1.11	16904	1.11
Nissan	54136	3.31	75160	4.93
Subaru	24	-	990	.06
Suzuki	22665	1.38	25955	1.70
Toyota	89136	5.44	107142	7.02
Volkswagen	2427	.15	2802	.18
Others	1120	.07	104	.01
Total Other Import Trucks	243086	14.84	302123	19.81
GRAND TOTAL ALL IMPORT TRUCKS	265857	16.23	331188	21.71

UNITED STATES SUMMARY

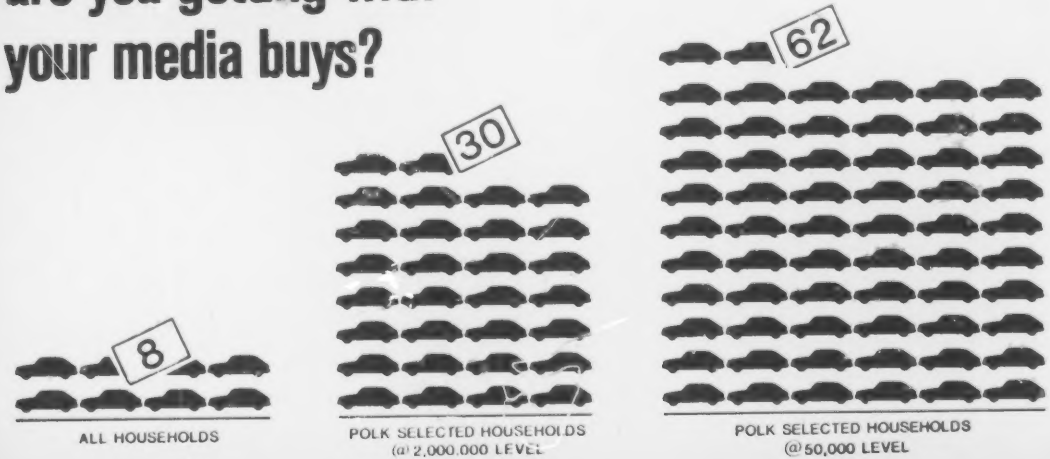
"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4575192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.1-88

How many new car buyers per 100 households are you getting with your media buys?



R·L·POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

6